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# Marketing in Europe

THE ECONOMIST INTELLIGENCE UNIT (EUROPE) SA

INDEX TO NUMBERS

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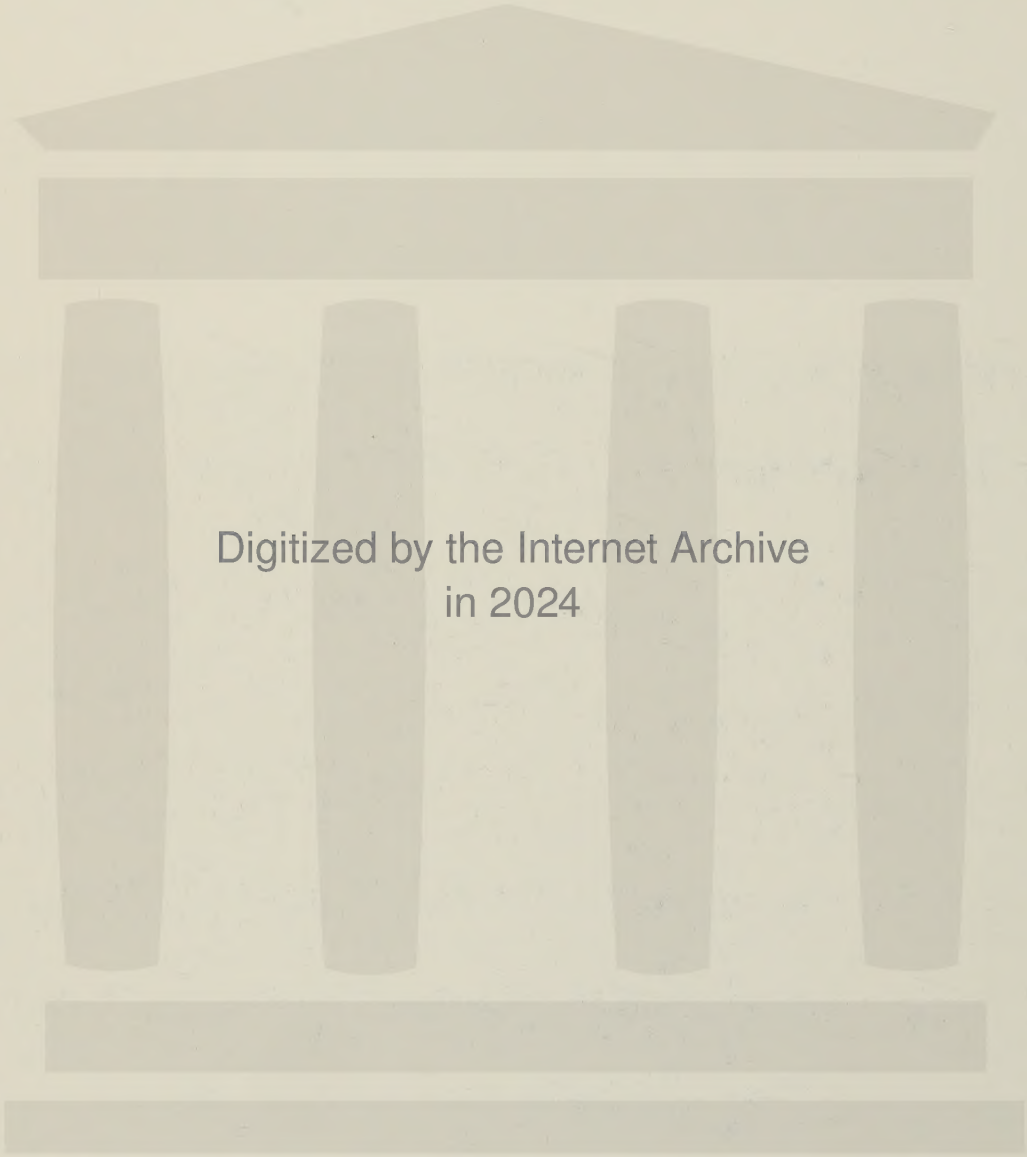
E·I·U



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# Marketing in Europe

Marketing in Europe is a monthly publication providing detailed, independent studies of markets for specific consumer products in Europe. The emphasis is on EEC countries, although other Continental markets are also covered.

FORMAT

A year's subscription comprises three Groups of four issues each, plus an Annual Supplement on marketing techniques, distribution or promotion. Each Group covers a carefully defined product field and can be subscribed to separately on a quarterly basis by those who do not require all twelve issues. Group subscribers also receive the Annual Supplement.

The three product Groups are:

1. FOOD, DRINK, TOBACCO
2. CLOTHING, FURNITURE, LEISURE GOODS
3. CHEMISTS GOODS, HOUSEHOLD GOODS, DOMESTIC APPLIANCES

Regardless of the Group of products covered, there is complete uniformity in the layout of contents of each issue.

CONTENTS

Marketing Review. A summary of recent events throughout Europe in the fields of marketing, company news, retailing and distribution.

Trade Reviews. Broad product sectors in individual EEC countries are reviewed each month: basic market data is brought up to date and the latest trends highlighted. A total of 30 Trade Reviews are published systematically per year.

Special Reports. Each issue contains three Special Reports, analysing the current structure and characteristics of particular consumer markets, and assessing future trends. Information is provided under the following main headings:

Market Size in Volume and Value
Production and Foreign Trade
Manufacturers and Brand Shares
Distribution
Prices and Margins
Advertising and Promotion
Ownership Levels
Consumption Patterns
Prospects

E·I·U

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The Special Reports are planned in such a way that the topics they cover fall within the broad product field embraced in the Trade Reviews in the same issue. All this is made clearer in the schedule below for Trade Reviews and Special Reports.

| Month | Countries | Trade Reviews | Special Reports |
|---|---|---|---|
| January | G I | Dairy products, Meat, Fresh fruit and Vegetables | Food, Drink, Tobacco |
| February | B F N | Furniture and Furnishings | Clothing, Furniture, Leisure Goods |
| March | G I | Chemists goods, Pharmaceuticals, Soap and Cleaning products | Chemists Goods, Household Goods, Electrical Appliances |
| April | B F N | Prepared foods, Bread and Confectionery | Food, Drink, Tobacco |
| May | G I | Clothing and Footwear | Clothing, Furniture, Leisure Goods |
| June | B F N | Domestic Appliances | Chemists Goods, Household Goods, Domestic Appliances |
| July | G I | Prepared foods, Bread and Confectionery | Food, Drink, Tobacco |
| August | B F N | Clothing and Footwear | Clothing, Furniture, Leisure Goods |
| September | G I | Domestic Appliances | Chemists Goods, Household Goods, Domestic Appliances |
| October | B F N | Dairy products, Meat, Fresh fruit and Vegetables | Food, Drink, Tobacco |
| November | G I | Furniture and Furnishings | Clothing, Furniture, Leisure Goods |
| December | B F N | Chemists goods, Pharmaceuticals, Soap and Cleaning products | Chemists Goods, Household Goods, Domestic Appliances |

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The Index is divided into two sections:

- ALPHABETICAL INDEX - A list of all Special Reports
- COUNTRY INDEX - Special Reports grouped under country headings

Issues out of stock: 1, 2, 5-14, 20, 27-52, 68, 69, 74, 77, 79, 91, 92, 95, 96, 101, 104, 110.

Photocopies of articles in these issues can be supplied on request.

KEY TO COUNTRIES

| | | | |
|---|---|---|---|
| B | Belgium | D | Denmark |
| F | France | Fin | Finland |
| N | Netherlands | Nor | Norway |
| G | Germany (Federal Republic) | Spn | Spain |
| I | Italy | Swe | Sweden |
| A | Austria | Swi | Switzerland |

EEC All EEC countries together

EFTA All EFTA countries together

| | | | |
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| S69 | Annual Supplement 1969 | - | Premium Marketing |
| | | | Door-to-Door Selling |
| | | | Marketing Case History |
| | | | Stock Control |
| | | | Marketing Courses for Management |
| S70 | Annual Supplement 1970 | - | Comparative Prices of Branded Consumer Goods in the EEC |
| | | | Exporting Consumer Goods to Eastern Europe - Selling or Marketing? |
| | | | Franchising |
| | | | Garden Centres in the European Community |
| S71 | Annual Supplement 1971 | - | A Guide to Retail Distribution in the EEC |

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